INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

JANUARY 1967 – JUNE 1967, VOLUME 89, NUMBERS 1 – 6

DEC 28 1967

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX.

KEY TO DEPARTMENTAL ITEMS:
(s) Sales & Marketing
(i) Executive Investor

– A –

ACCOUNTING
Accounting - The Other Side of the Ledger — Mar. 36
Profit Reporting by Divisions? — May 29

– C –

COMPANIES
Texas Instruments: "All Systems Go" — Jan. 28
Winner by a Knockout — Jan. 42
What Makes Stanley Run? — Jan. 42
King of the Staplers (S) — Jan. 47
Kodak's Clouded Picture — Jan. 53
The Studied Gamble of Pitney-Bowes — Feb. 30
Hog Butcher for the World — Feb. 36
The Whiz of Wellington Park — Feb. 36
3 M - Management, Marketing and Momentum — Mar. 32
The New Gospel at Westvaco — Mar. 48
The New Philosophy at Koppers — Mar. 48
The Sharp Edge of Gillette — Apr. 43
Life in a Banana Peel Factory — Apr. 50
The Adventures of Nick Carter — Apr. 50
Can Good Management Rally the Yankees? — May 38
Borden's Land of Milk & Honey — May 42
Olin's Grand Designer — May 50
Simmonds' Search for Excellence — May 50
Genesco: The High Style in Management — June 36
Alcoa's Man of Mettle — June 50
Diamond Alchemy — June 50
DuPont Stubs Its Toe — June 61

– E –

ECONOMY
The Economy: A Minority View — May 40
After Vietnam - What? — June 33

EXECUTIVES
The Case of the Isolated Executive — Jan. 34
The Short, Happy Life of the Long-Range Planner — Jan. 36
James F. Oates Jr. Looks at Education and the Executive — Jan. 10
A Wry Look at Americans — Feb. 27
When Top Men Retire — Feb. 32
How Do You Get Executives Off Dead Center? — Apr. 29
The Legal Liabilities of Executives — May 48
Part II: The Legal Liabilities of Executives — June 48

– F –

FINANCE
Wall Street Under Fire — Apr. 39

– G –

GOVERNMENT
LBJ or the Fed: Who's Right? — Feb. 35
Business and the 90th Congress — Apr. 34
Can the Republicans Win Back Business? — May 32

– I –

INTERNATIONAL BUSINESS
Kodak's Clouded Picture — Jan. 53
Textile Tycoonery — Jan. 54
Britain's Tissue War — Feb. 47
Philips & the Primitive — Feb. 48
Europe's Nuclear Reactor Battle — Mar. 65
Congolese Consequences — Mar. 70
Warning to Israel — Mar. 72
Coma Esta, RCA? — Apr. 63
A House Abroad — Apr. 63
The Golden Touch — Apr. 64
European Accounting — Apr. 64
Cars for the Kremlin — May 67
Italian Tourism — May 70
DuPont Stubs Its Toe — June 61
Pechiney's Progress — June 61
The Scholars of Prague — June 64

INVESTMENTS
Now They Invest in Golf! — Mar. 38

– L –

LABOR
The Labor Crisis — June 42

LONG RANGE PLANNING
Three Years Beyond George Orwell — Mar. 43

– M –

MANAGEMENT
Management Problems of Tomorrow — Feb. 24
What Makes a Good Manager? — Feb. 28
More Room at the Top? — Mar. 29
America's Most Profitable Companies — Apr. 32
Cost Controls That Cost Money — Apr. 49
The Perquisites of Management — May 36
The Eight Hats of the Chief Executive — June 40
How to Beat Parkinson's Law — June 46

TOPICS INDEX

MARKETING
- Paint Your Wagon(S) — Mar. 59
- "The Most Dangerous Game in Marketing — June 45
- Wardrobes for the Wastebasket(S) — June 59

MERGERS
- Is There a Perfect Merger? — Apr. 37

-P-

PENSIONS
- Pensions - Unsafe at Any Age? — Jan. 32

-S-

SALES
- Movies in the Sky(S) — Feb. 55
- The Art of Dividing Sales Territories — May 47
- The $6 Motel(S) — May 61

STOCKS
- Best Bets in 1967(i) — Jan. 95
- "Something Special" Stocks(i) — Feb. 81
- The Cream in Dairies(i) — Mar. 97
- Safety & Risk(i) — Apr. 105
- Next Phase in the Market (i) — May 109
- Investors Choice (i) — June 103

SECRETARIES
- Secretaries - 1967 Style — Mar. 45

-T-

TECHNOLOGY
- The Expanding World of Membranes — Jan. 41
- The School Where Cars Are Born — Apr. 45

COMPANY INDEX

KEY: (X) Company Story

— A —

Ace Fastener Corp.: Jan. P. 48
Aerojet-General: Jan. p. 87
Agfa-Gevaert: Jan. p. 53
Albermarle Paper Co. Jan. p. 42
Allis-Chalmers: Mar. p. 66
Aluminum Co. of America: June p. 50, 62 (x)
American Chicle Co.: June p. 90
American Machinery & Foundry Co.: Jan. p. 41
American Metal Climax: June p. 62
American Motors: Apr. p. 46
American Oil Co.: June p. 94
American Petroleum: Apr. p. 95
American Photocopy Equipment Co.: Feb. p. 74
American Radiator & Standard Sanitary Corp.: Apr. p. 63
American Telephone & Telegraph: Jan. p. 33
Arlan's Dept. Stores: June p. 103
Armco Steel: May p. 109
Arthur Anderson & Co.: Mar. p. 37
Arthur Young & Co.: Mar. p. 37
Associated Dry Goods: May p. 109
Associated Tissues: Feb. p. 47
Atchison, Topeka & Santa Fe: May p. 109
Atomic Power Construction: Mar. p.65
Audits and Surveys Co.: June p. 92

— B —

Beatric Foods: Mar. p. 97
Bell & Howell: Feb. p. 32
Best Foods: June p. 92
Bethlehem Steel: May p. 109
Boeing Aircraft: Jan. p. 56,; June p. 34, 52
Borden Co.: Mar. p. 97; May p. 42, 94 (x)
Bowater - Scott: Feb. p. 47
Bristol - Myers Co.: June p. 89
British Motor Corp.: May p. 67
Bucyrus - Erie Co.: May p. 36
Burroughs Corp.: May p. 96

— C —

Canal Randolph Co.: May p. 30
Capital Cities Broadcasting: Apr. p.32
Carborundum Co.: Apr. p. 38
Carnation Corp.: Mar. p. 97
Celanese Corp.: May p. 93
Central & South West: June p. 103
Charbonnages de France-Chimie: Jan. p. 54
Chas Pfizer: Jan. p. 95
Chrysler Corp.: Apr. p. 46; June p. 94
Cleveland - Cliffs: Apr. p. 33
Cluett, Peabody Co.: Mar. p. 50
Clupak, Inc.: Mar. p. 50
Colgate-Palmolive: June p. 92
Columbia Broadcasting Systems: Jan. p. 95; Apr. p. 95; May p. 36
Compagnie de Telegraph Sans Fil: Jan. p. 54
Companie Espanola de Petroleos: Jan. p. 53
Consolidated Edison Co.: Jan. p. 44
Consolidated Natural Gas: Apr. p. 105
Container Corp. of America: Mar. p.43
Continental Oil: Jan. p. 95
Corn Products: May p. 87
Courtaulds, Ltd. Jan. p. 54
Cox Broadcasting: Jan. p. 95; Apr. p. 33
Crown Cork & Seal: May p. 109
Crucible Steel Co. of America: Mar. p. 31; Apr. p. 96

— D —

Daimler - Benz: Jan. p. 53; May p. 70
Data & Systems Services: May p. 96
De Wendel-Sidelor-Mosellane: Jan. p. 54
Diamond International: June p. 50 (x)
Dorr-Oliver: Jan. p. 89
Douglas Aircraft: June p. 34
Dow Chemical Co.: June p. 90
Doyle Dane Bernbach: Jan. p. 95

— E —

Eastern Gas & Fuel Associates: May p. 30
Eastman Kodak: Jan. p. 53; Apr. p.33
El Paso Natural Gas: Apr. p. 60
Ente Nationale Idrocarburi: Jan. p. 54
Ernst & Ernst: Mar. p. 37
E.R. Squibb & Sons: May p. 51
Ethyl Corp.: Jan. p. 42 (x)
Eversharp: Apr. p.43

— F —

Fairchild Camera: & Instrument: Jan. p.29
Fairmont Foods: Mar. p.97
Federated Department Stores: May p.109
Fiat: May p.67
First Charter Financial: Apr. p.105
Ford Motor Co.: Jan. p.56; Apr. p.46; May p.37; June p.94
Foremost Dairies: Jan. p.90; May p.97

— G —

G. D. Searle: Apr. p.33
General Aniline: Jan. p.53
General Dynamics: Jan. p.87
General Electric: Jan. p.38. 87; Mar. p.65; June p.34
General Mills: June p.92
General Motors: Jan. p.44, 53; Apr. p. 45; June p.94
General Public Utilities: June p.103
Genesco Inc.: June p.36 (x)
Georgia-Pacific: Feb. p.47
Gibralter Financial: Apr. p.105
Gillette: Jan. p.96; Apr. p.43 (x)
Glidden: May p.30
Greatamerica: June p.103
Great Western Financial: Apr. p.105
Grolier, Inc.: May p.93
Grudig: Jan. p.54

— H —

Haskins & Sells: Mar. p.37
Heekin Can Co.: June p.51
Howmet Corp.: June p.62

— I —

Ilford Ltd.: Jan. p.53
Imperial Chemical Industries: Jan. p.54
Inflight Motion Pictures: Feb. p.55
Inspiration Consolidated: Apr. p.33
Insurance Company of North America: Jan. p.34
Intalco Aluminum Corp.: June p.62
International Business Machines: Jan. p.72
International Minerals and Chemicals Corp.: Jan. p.38
International Nickel: Apr. p.33
International Telephone & Telegraph: May p.30
International Terminal Operating Co.: June p.16
Inveresk Paper: Feb. p.47
Ionics, Inc.: Jan. p.90
Italsider: Jan. p.54

COMPANY INDEX

— J —

J. P. Stevens: May p.109

— K —

Kaiser Aluminum & Chemical Corp.: Jan. p.38
Kennecott Copper: Jan. p.33
Kimberly Clark Corp.: Feb. p.27, June p.91
Kimberly Stevens Corp.: June p.59
Koppers Co.: Mar. p.48 (x)

— L —

Lever Bros. Co.: June p.45
Leyland Motor Corp., Ltd.: Mar. p.72; May p.67
Life of Kentucky: Feb. p.81
Liquidometer Corp.: May p.54
Ling-Temco-Vought: May p.30
Litton Industries: Jan. p.95
Lockheed Aircraft: June p.34
Long Island Lighting: June p.103
Lybrand, Ross Bros. & Montgomery: Mar. p.37

— M —

Magma Copper: Apr. p.33, 80
Mars Manufacturing Co.: June p.59
Marson Corp.: Jan. p.47
Martin Marietta: May p.30
Max Factor: Jan. p.96
Mennen Co.: June p.92
Merck Co.: Apr. p.33, 80
Metals & Controls Corp.: Jan. p.72
Metromedia: June p.103
Milton Roy Co.: Jan. p.93
Minnesota, Mining and Manufacturing: Jan. p.53 (x)
Mony: May p.98
Motorola: Jan. p.29

— N —

National Biscuit: Mar. p.30
National Dairy: Mar. p.97
National Distillers and Chemical: May p.30
National Life & Accident Insurance: Jan. p.95
North American Aviation: June p.34, 72
Northwest Airlines: Jan. p.95
Nuclear Design and Construction: Mar. p.65
Nuclear Power Group: Mar. p.65

— O —

Oak Electro/nectics Corp.: Apr. p.51, May p.37 (x)
Olin Mathieson Chemical Corp.: May p.30, 50 (x)
Orange and Rockland Utilities: June p.103

— P —

Pan American World Airways: Jan. p.95; June p.34
Panhandle Eastern: Apr. p.105
Peat, Markwick, Mitchell & Co.: Mar. p.37
Pechiney: June p.61
Penobscot Co.: June p.50
Perutz Photowerke: Jan. p.53
Pet: Mar. p.97
Peter Dixon: Feb. p.47
Petrofina: Jan. p.54
Phelps Dodge: Apr. p.33
Philadelphia Electric: June p.103
Philips' Gloeilampenfabrieken: Feb. p.48
Phillip Morris: Apr. p.43
Phillips-Van Heusen Corp.: Mar. p.30
Phoenix Steel Corp.: Jan. p.42 (x)
Pike: Feb. p.81
Pitney-Bowes Co.: Feb. p.30 (x)
Polaroid: Apr. p.33
Postillon: Jan. p.54
Prentice-Hall: Jan. p.95
Presontaines: Jan. P.54
Price Waterhouse & Co.: Mar. p.37
Proctor & Gamble: Feb. p.47; June p.45
Purex: Feb. p.81

— Q —

Quaker Oats: June p.92

— R —

Radio Corporation of America: Jan. p.95; Apr. p.63
Raytheon: June p.34
Reed Paper Group: Feb. p.47
Renault: May p.67
Revlon: Jan. p.96
Rexall Drug & Chemical Co.: Apr. p.50 (x)
Reynolds Aluminum: June p. 62
Rheem Manufacturing Co.,: Feb. p.77
Rockwell Standard Corp.: Apr. p.40; June p.72
Royal Dutch Shell Group: Mar. p.31

— S —

St. Joseph Lead: Apr. p. 33
Santa Fe: June p. 34
Schering: Jan. p. 95
Scott Paper: Feb. p. 47; May. p. 109; June p. 89
Scovill Co.: Feb.; p. 77; June p. 47
Seagram-Distillers Co.: June p. 91
Shulton: Jan. p. 96
Simmonds Precision Products, Inc.: May p. 51 (x)
Simulmatics Corporation: Feb. p. 34,35
Sinclair Oil: Mar. p. 48
Smith-Douglas Co.: May p. 84
Smith Kline & French: Apr. p. 33
Societe Generale de Belgique: Mar.p. 70
Southwest Gas: Apr. p. 105
Southern Pacific: Apr. p. 95; May p.109
Speedfast Corp.: Jan. p. 47
Speidel: Jan. p. 72
Sperry Rand Corp.: May p. 98
Spotnails, Inc.: Jan. p. 47
Standard Brands Paint Co.: Mar. p. 59; June p. 92
Standard Oil of California: Apr. p. 33
Standard Oil Co. (New Jersey) Jan. p. 44
Storer: Apr. p. 33
Swift & Co. Feb. p. 36 (x)
Swingline, Inc.: Jan. p. 47

— T —

Tanganyika Concessions: Mar. p. 70
Teledyne: Feb. p. 81
Tenneco: Apr. p. 105
Texaco: Apr. p. 33
Texas Instruments: Jan. p. 28 (x)
Texas Utilities: June p. 103
Textron: May p. 30
Thatcher Glass Manufacturing Co.: Apr. p. 58
Thyssen: Jan. p. 54
Tootsie Roll Industries: June p. 103
Touche, Ross, Bailey & Smart: Mar. p. 37
Transitron: June p. 34
Trans World Airways: Feb. p. 56; June p. 34
Travelnol Laboratories: Jan. p. 93

— U —

Union Carbide: Jan. p. 38; Mar. p. 30
Union Miniere du Haut Katanga: Mar. p. 70
United Airlines: Feb. p. 56
United Merchants & Manufacturers: June p. 59
U.S. Industries: May p. 96
U.S. Steel: Mar. p. 30; May p. 109
Univis, Inc.: Jan. p. 38
Upjohn: Apr. p. 33

— V —

Viyella International, Ltd.: Jan. p. 54
Volkswagen: May p. 70

— W —

Wallace & Tiernan: May p. 74
Warner Bros.: Feb. p. 81
Wellington Electronics: Feb. p. 36 (x)
Westec Corp.: Mar. p. 91
Westinghouse Electric: Jan. p. 87; Mar. p. 65
West Virginia Pulp and Paper Co.: Mar. p. 48 (x)
Wilkinson Sword Co.: Apr. p. 43
William L. Bonnell Co.: Jan. p. 43
William H. Rorer: Apr. p. 33
Wilson Jones Co.: Jan. p. 48
Wolverine Aluminum Corp.: Apr. p. 39
Wometco: Feb. p. 81
World Airways: June p. 34
Wyeth Laboratories: Jan. p. 90

— X —

Xerox: Apr. p. 33

— Y —

Young & Rubicam: May p. 96

AUTHOR INDEX

BALRIDGE, MALCOLM
How to Beat Parkinson's Law — June 46

BERNSTEIN, MERTON C.
Pensions – Unsafe at Any Age — Jan. 32

BERRY, JOHN
The Short, Happy Life of the Long-Range Planner — Jan. 36
The Studied Gamble of Pitney-Bowes — Feb. 30
More Room at the Top? — Mar. 29

BERRY, WARREN
Olin's Grand Designer — May 50

BRICE, M.A.
The Art of Dividing Sales Territories — May 47

BURKE, MICHAEL
Can Good Management Rally the Yankees? — May 38

COOPER, JAMES C.
The Economy: A Minority View — May 40

FEUER, MORTIMER
The Legal Liabilities of Executives — May 48
Part 2: The Legal Liabilities of Executives — June 48

KEARTON, SIR FRANK
A Wry Look at Americans — Feb. 27

KEATING, STEPHEN F.
What Makes a Good Manager? — Feb. 28

KLEIN, HERBERT
The Expanding World of Membranes — Jan. 41

LEVY, ROBERT
Winner by a Knockout — Jan. 42
What Makes Stanley Run? — Jan. 42
King of the Staplers — Jan. 47
Hog Butcher for the World — Feb. 36
Movies in the Sky — Feb. 55
The Whiz of Wellington Park — Feb. 36
Onward & Upward With Inflight — Feb. 55
The New Gospel at Westvaco — Mar. 48
The New Philosophy at Koppers — Mar. 48
The Sharp Edge of Gillette — Apr. 43
Borden's Land of Milk & Honey — May 42
Simmonds Search for Excellence — May 50
Alcoa's Man of Mettle — June 50
Diamond Alchemy — June 50
Wardrobe for the Wastebasket — June 59

MURRAY, THOMAS J.
Management Problems of Tomorrow — Feb. 24
Now They Invest in Golf! — Mar. 38
How Do You Get Executives Off Dead Center? — Apr. 29
The Adventure of Nick Carter — Apr. 50
Profit Reporting by Divisions? — May 29
The Labor Crisis — June 42

PHALON, RICHARD A.
Wall Street Under Fire — Apr. 39

ROCKWELL, W.F., JR.
The Eight Hats of the Chief Executive — June 40

ROSEN, GERALD R.
Business and the 90th Congress — Apr. 34
Can the Republicans Win Back Business? — May 32
After Vietnam - What? — June 33

ROSS-SKINNER, JEAN
Kodak's Clouded Picture — Jan. 53
Textile Tycoonery — Jan. 54
Britain's Tissue War — Feb. 47
Philips & the Primitive — Feb. 48
Europe's Nuclear Reactor Battle — Mar. 65
Congolese Consequences — Mar. 70
Warning to Israel — Mar. 72
Coma Esta, RCA? — Apr. 63
A House Abroad — Apr. 63
The Golden Touch — Apr. 64
European Accounting — Apr. 64
Cars for the Kremlin — May 67
Italian Tourism — May 70
Du Pont Stubs Its Toe — June 61
Pechiney's Progress — June 61
The Scholars of Progress — June 64

SCHLEH, EDWARD M.
Cost Controls that Cost Money — Apr. 49

SCHOENHOFEN, LEO H. JR.
Three Years Beyond George Orwell — Mar. 43

SMITH, BRADFORD (JR.)
The Case of the Isolated Executive — Jan. 34

SPROUL, ALLAN
L.B.J. or the Fed: Who's Right? — Feb. 35

WEINER, JACK B.
Texas Instruments: "All Systems Go" — Jan. 28
3M – Management, Marketing and Momentum — Mar. 32
America's Most Profitable Companies — Apr. 32
The Perquisites of Management — May 36
Genesco: The High Style in Management — June 36

WEINGARTEN, JAALA
When Top Men Retire — Feb. 32
Secretaries – 1967 Style — Mar. 45
The Most Dangerous Game in Marketing — June 45

WENDEL, WILLIAM H.
Is There a Perfect Merger? — Apr. 37

WILLAT, NORRIS
Paint Your Wagon — Mar. 59
The School Where Cars Are Born — Apr. 45
Life in a Banana Peel Factory — Apr. 50
The $6 Motel — May 61

INDEX TO DUN'S REVIEW

JULY 1967 – DECEMBER 1967, VOLUME 90, NUMBERS 7 – 12

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX

KEY TO DEPARTMENTAL ITEMS:
(I) International Business
(S) Sales and Marketing
(EI) Executive Investor

–A–

ADVERTISING
Mini-Sell on Madison Avenue — July 27

–B–

BUSINESS TRENDS
GNP — July 11
Business Spending — July 11
The Economy — Aug. 11
Employment: At new record level — Sept. 11
Consumers: Will Demand Stay Strong? — Sept. 11
Looking Four Quarters Ahead — Oct. 11

BUSINESS FAILURES
The Merchants of Affluence — Aug. 13
Facts About Frauds — Sept. 13
Paying the Piper — Oct. 13
The Bankrupt People — Nov. 127
Odds Against Tomorrow — Dec. 93

–C–

CITIES
Crisis in the Cities - Does Business Hold the Key? — Nov. 31

COMPANIES
The Changing Face of W. R. Grace — July 22
Tall Man in the Saddle — July 35
The Power Push at PG&E — Aug. 39
The Maverick of Electronics — Aug. 42
Conscience of a Conglomerate — Aug. 42
Company With a Heart (S) — Aug. 49
PPG: Has It Found the Formula? — Sept. 38
The Last Gold Rush — Sept. 41
The Great Dictator — Sept. 48
Three-Sided Figure — Sept. 48
Computers & Quarterbacks (S) — Sept. 63
The High-Octane World of Shell — Oct. 40
The Switch at Southern Pacific — Oct. 47
Run Faster, Jump Higher — Oct. 78
The Man in the Shoe — Oct. 78
Company on the Uptick(S) — Oct. 85
The New Growth Circuit at GT&E — Nov. 42
She's Hauling — Nov. 54
The Sweet Smell of Success — Nov. 54
Federated...and the Consumers Comeback — Dec. 38
Journey for Muecke — Dec. 56
Ready When You are, B.D. — Dec. 56

–C–

COMPUTERS
Boom in Used Computers? (S) — Dec. 63

CORPORATE
Corporate Giving: A Growing Problem — Aug. 31
There's No Business Like Seminar Business — Sept. 36
Which Way for Capital Spending? — Oct. 33
The New Babel of Business — Oct. 38

–E–

ECONOMICS
Senator Sparkman Looks at the Economy — Oct. 49

EXECUTIVES
Dilemma of the Young Presidents — Aug. 41
Wanted: Executive Time Power — Oct. 51
RX for Boxed – In Executives — Oct. 55
The Go-Go World of the Risk Manager — Nov. 38
A Blueprint To Build Executives — Nov. 45
A Guide to Decision-Making — Nov. 53
The Case of the Disloyal Executive — Dec. 35
The Six Types of Bad Executives — Dec. 53

–F–

FINANCE
The Boom in Bootstrap Finance — July 19
Stock Tenders - British Style — Sept. 32
What Makes a Glamour Stock? — Oct. 36

–G–

GOVERNMENT
Can Alexander Trowbridge Change Commerce? — Aug. 33
Business and the Supreme Court — Sept. 29
Let's Make Foreign Aid Count — Oct. 43
"Give Us a Merger Policy" — Dec. 43

–I–

INTERNATIONAL
Luxembourg Versus de Gaulle (I) — July 41
The Global Company in a Changing World — Aug. 27
The Global Company in a Changing World (Part 2) — Sept. 46
Mr. Jolly Comes to Town (I) — Sept. 57
A Distribution Point Called Ireland — Oct. 44
New Gusher for Schlumberger (I) — Oct. 91
The Great Cunard Gamble — Nov. 51
The Beer Without a Country (I) — Nov. 71
Key Man in Cosmetics (I) — Dec. 65

TOPICS INDEX

INVESTMENTS

Opportunity Knocks (EI)	July	63
The Grow-Grow Computer Makersa (EI)	Aug.	71
An Investment Manager Looks at Stocks	Sept.	44
Payoff in Services (EI)	Sept.	111
No Cycle for Drugs (EI)	Oct.	127
Which Way for Stocks in '68?	Nov.	36
Seven With Good Prospects (EI)	Nov.	119
A Veteran Fund Manager Views the Market	Dec.	47
Attraction in Weakness (EI)	Dec.	87

—L—

LABOR

"The Gap in Labor-Management Relations"	July	29
Why We're Having Strikes	Dec.	50

—M—

MANAGEMENT

Dilemma of the Young Presidents	Aug.	41
There's No Business Like Seminar Business	Sept.	36
Wanted: Executive Time Power	Oct.	51
Rx for Boxed-In Executives	Oct.	55
The Go-Go World of the Risk Manager	Nov.	38
A Blueprint to Build Executives	Nov.	45
A Guide to Decision Making	Nov.	53
The Six Types of Bad Executives	Dec.	53

MARKETS

Where Are Tomorrow's Markets?	Nov.	40
Lifetime Guarantees - Gift or Gimmick (S)	Nov.	65

—R—

RATIOS

The Ratios of Retailing	Sept.	54
The Ratios of the Wholesalers	Oct.	88
The Ratios of Manufacturing	Nov.	78

—S—

SALES

The Midnight Market (S)	July	39

SERVICES

Rise of the Service Conglomerates	Dec.	67

SPORTS

The Soccer Business Kicks Off	Nov.	49

—T—

TAXES

Should the President Set Tax Rates?	July	33

COMPANY INDEX

KEY: (C) Company Story

— A —

Aberdare Holdings Ltd.: Sept. p. 65; 68, 71
Admiral: July p. 48
Addressograph-Multigraph: Dec. 87
Aero-Jet General Corp.: Nov. p. 35
Aer Lingus: Oct. p. 46
AG Foods: Dec. p. 48
Alberto-Culver Co.: July 28, 45
Alcoa: Sept. p. 98; Nov. p. 34, 35
Aldon Rug Mills: Oct. p. 55, 56, 77
Alleghany Ludlum: Nov. p. 37
Allied Maintenance: Sept. p. 111
Allied Stores: Dec. p. 40
Allis Chalmers Manufacturing Co.: Oct. p. 36
Ally, Carl: July p. 27
Aluminum Co. of America: Sept. p. 68
American Airlines: July p. 19; Sept. p. 45
American Broadcasting: Nov. p. 44
American Express: Aug. p. 27
American Motors: Sept. p. 86
American Oil: Nov. p. 31
American Shipbuilding: Nov. p. 91
American Telephone & Telegraph: July p. 20; Nov. p. 37, 44
American Tobacco: July 28
Ametek: Nov. p. 119
Amoco: July p. 41
Ampex: Dec. p. 49
Anaconda: Sept. p. 45
Anil Canada Ltd.: Sept. p. 57
Armco Steel: Aug. p. 27
Arkansas-Louisiana Gas: Dec. p. 49
Armstrong-Cork: Nov. p. 35
Associated Dry Goods: Dec. p. 40
Atlantic Refining: July p. 50
Atomic Energy of Canada: Sept. p. 58
Auerbach Corp.: Dec. p. 74
Automatic Sprinkler: July p. 19
Avco: Nov. p. 93
Avis Rent-a-Car: Dec. p. 68
Avon Products: Dec. p. 48

— B —

Babcock & Wilcox: Nov. p. 37
Baring Bros.: Sept. p. 34
Bass: Sept. p. 35, 65
Baxter Laboratories: Aug. p. 49
Beckman Instruments: (C) July p. 35
Beech: Nov. p. 37
Bell-Howard: July p. 63, 64
Bents Brewery: Sept. 34, 35, 65
Berkey Photo: July 19, 20, 63, 64; Dec. 48
Binns: Sept. p. 34
B.O.A.C.: Nov. p. 112
Boise Cascade: July p. 49
Booz, Allen & Hamilton: Dec. p. 67, 68
Borden Co.: Oct. p. 117
Boston Edison: Aug. p. 41
Brandon Applied Systems: Aug. p. 41
Braniff Airways: July p. 59
British Aluminum: Sept. p. 68
British General Electric: Sept. p. 34
British Oxygen: Sept. p. 71
British Petroleum: Dec. p. 87
Brose and Paetner: Aug. p. 29
Brunswick Corp.: Aug. p. 43
Burlington Industries: July p. 28
Burns, Wm. J.: Sept. p. 111
Burroughs: Aug., 71
Business Machines Corp.: Dec. p. 63
Business Supplies: Dec. p. 63

— C —

Canteen: Dec. 49
Caterpillar Tractor: Aug. 28, 30, 64; Sept. 46; Dec. 71
CEIR: Oct. 37
Celanese Corp.: Aug. 28, 64, 65; Sept. 46, 104
Cessna: Nov. 37
Chance, A. B.: July 48
Chase Manhattan: Aug. 27
Chattem Drug & Chemical: Nov. 53, 87, 88
Chesapeake & Ohio: Oct. 48
Chicago & Northwestern: Aug. 5; Oct. 48; Nov. 93
Chicago Musical Instrument: Aug. 43
Chlorox Chemical Co.: Sept. 30
Chrysler: Sept. E85, 86
CIT Financial Corp.: Dec. 67, 68
Clairtone Sound: Sept. 58
Clark Equipment: Dec. 49
Coca-Cola: July 28; Dec. 48, 49
Colgate-Palmolive: July 28
Combustion Engineering: Nov. 37
Commercial Solvents Co.: Sept. 48
Commonwealth Edison: Aug. 39, 50
Commonwealth Oil: Sept. 83; Dec. 87
Communication Satellite Corp.: Nov. 100
Computer Applications Inc.: Sept. 63
Consolidated Edison: Aug. 39, 40, 50
Continental Oil: Aug. 28; Dec. 49
Continental Telephone: July 20; Nov. 99
Control Data: Aug. 71
Corning Glass: Sept. 105
Courtaulds: Sept. 65
Cox Broadcasting: Dec. 49
Cresap, McCormick & Paget: Dec. 67, 68
Cunard Steamship: (C) Nov. 51
Cutler-Hammer: July 63
Cyber-tronics Inc.: Dec. 63

— D —

Delta Steamship Lines: Oct. p. 47
Denison Clothiers: July p. 39, 40
Denver & Rio Grande: Oct. p. 48
Deuterium of Canada Ltd.: Sept. p. 58
Diablo Canyon: Aug. p. 40
Dictaphone Corp.: Sept. p. 48, 49, 50
Diebold Computer Leasing: Dec. p. 74
Diners Club: Sept. 34
Doyle Dane Bernbach: July p. 27, 28
Dow Jones: Nov. p. 102, CW104
Duke Power: Dec. p. 49
Dun & Bradstreet Inc.: Nov. p. 99
DuPont, E.I.: July 23, 41, 54, 59; Sept. 67, 88; Nov. 38, 39, 106
Duquesne Light: Aug. p. 50

— E —

Eastman Dillon: Nov. p. 37
Eastman Kodak: July p. 63, 64; Dec. 48
Eaton Yale & Towne: Aug. p. 41
EG&G: Dec. p. 48
Electric Bond & Share: Dec. p. 67, 71
Ente Nationale Hydrocarburi: Nov. p. 74, 75
EPI: Dec. p. 67, 74
Ernst & Ernst: Dec. p. 67
Essex Wire: Aug. p. 5
Esso Chemical: Dec. p. 71
Express Air Freight: Oct. p. 47

— F —

Fairchild: Aug. 42, Oct. p. 36
Farmers New World: Nov. p. 119
Federated Dept. Stores (C): Dec. p. 39
First National City Bank: Aug. p. 27
Florida Power: Dec. p. 49
Ford: Sept. p. E85; Nov. p. 91
Frieden: Dec. p. 74

COMPANY INDEX

G

G. C. Computers: July p. 19
Gelman Instruments: Aug. p. 56
General Dynamics: July p. 48; Aug. 42; Oct. 36
General Electric: Aug. p. 29, 30, 40, 71; Sept. 98; Nov. 37, 102; Dec. 74
General Foods: July p. 45; Oct. 34, 35
General Mills: July p. 28
General Motors: July 54, 55; Sept. E85, 86; Oct. 79
General Telephone & Electronics Co.: Nov. p. 42 (C)
General Time: Oct. p. 85 (C)
Georgia Pacific: July p. 63
Gimbel Bros.: Dec. p. 40
Golightly & Co. International: Dec. p. 68
Goodrich, B.F.: Oct. p. 78, 79, 80
Grace, W. R.: (C) July p. 23; Sept. 72
Grace National Bank: July p. 59
Graniteville: Nov. p. 119
Great Lakes Pipe Line Co.: July 20, 48
Great Lakes Screw Corp.: Aug. p. 46
Greyhound Corp.: Dec. p. 67, 71
Grolier: Aug. p. 41
Gulf Oil: Dec. p. 87

H

Hallmark Cards: Nov. p. 35
Hamilton Watch: Aug. p. 41
Hammond Valve: Aug. p. 56, 59
Hartfield Stores: July p. 19
Hawaiian Telephone: Nov. p. 99
Hercules: July p. 48
Hershey Chocolate Co.: Nov. 54, 55, 60, 61
Hertz: Dec. p. 68
Hewlitt-Packard: (C) Aug. p. 42; Dec. 49
Holiday Inns: Nov. p. 35
Homestake Mining: Sept. p. 41 (C)
Honeywell: July 41; Aug. 29, 71
Horn & Hardhart: July p. 27, 28
Hotel Corp. of America: Aug. p. 56
Houston Lighting & Power: Dec. p. 49
Hughes Aircraft: July p. 35

I

Illinois Central: Aug. 5
Imperial Desk Co.: Sept. p. 48
Indiana General: Sept. 76
Industrial Estates Ltd.: Sept. 57, 58
I.B.M.: Aug. 71, 72; Sept. 50, 98; Oct. 48; Nov. 44, 91; Dec. 49, 63
International Harvester Co.: Sept. 36, 37
International Industries: 91
International Minerals & Chemical: Nov. 38
International Telephone & Telegraph: July 50, 52; Nov. 44; Dec. 67, 68
Interstate Hosts: Dec. 48
Ionyx: Dec. 48
Irish International Airlines: Oct. 46, 117

J

Johns-Manville: Nov. 31, 35

K

Kaiser Industries: Nov. 34
Kalvar Corp.: Oct. 37
Kaman Aircraft: July 48
Kansas City Southern: Aug. 5
Kelly Services: Sept. 111
Kinny National: Sept. 111, 112; Dec. 67, 68, 73
Kerr-McGee: Sept. 45
Kidde, Walter: July 52; Nov. 41
Klein, S. Dept. Stores: July 21
Koppers Co.: Oct. 34

L

Leaf Brands: July 24
Lear Jet: July 19
Lederle Laboratories: Dec. 37
Lerner Stores: July 21
Lever Bros.: Aug. 41
Libby-Owens-Ford Glass: Sept. E85, 86, 88
Ling-Temco-Vought: July 19, 50, 52; Oct. 36; Nov. 93
Litton Industries: July 50, 51, 52, 55; Aug. 41, 42; Sept. 66; Nov. 34, 35
Lloyds Packaging Warehouses: Sept. 35
Lockhart, Alfred: Sept. 34
Lorillard: P. July 50
Lundy Electronics: July 19
Luzard Bros.: Sept. 71
Lyle & Scott: Sept. 66, 68

M

Macy (R.H.): Dec. 40
Magnavox: Nov. 37
Magnetic Propulsion Systems: Sept. 49
Magnolia Homes: Nov. 35
Manpower: Sept. 111
Maremont: Sept. E97
Marble: B. L. Furniture: Sept. 48
Marine Midland Trust: July 59; Aug. 56
Marshall Field: Dec. 40
Martin-Marietta: July 48
May: Dec. 40
McCrory: July 21
McDonalds: Dec. 48
McKinsey: Dec. 67, 68
Melville Shoe Corp.: Oct. 78, 79, 82
Memorex: July 19
Metal Industries: Sept. 65, 68
Metropolitan Life Ins.: Nov. 31
Michigan Chemical: Aug. 5
Midas-International: Nov. 66
Midwest Oil: Nov. 119, 120
Miles Laboratories: July 28
Miller Brewing Co.: July 24
Minnesota Mining & Manufacturing: Nov. 38, 106
Mobil Oil: July 41, Dec. 87
Montgomery Ward: Sept. 98
Monogram Industries: Sept. 76
Monsanto: Sept. 98; Nov. 38
Motorola: Oct. 36
MSL: July 63
Muecke: Dec. 56
Murex: Sept. 71

N

Nalley's Fine Foods: July 24
Nashua: Nov. 119, 120
National Can: July 48, 49
National Cash Register: Aug. 71, 72; Dec. 49, 74
National Lead: Nov. 37
National Mills: Aug. 43
National Periodical Publications: Dec. 73
National Semiconductor Corp.: Oct. 36
National Service: Sept. 111, 112
New England Mutual Life Ins. Co.: Dec. E62B
New Plan Realty Corp.: Aug. 56
New Products Services, Inc.: Nov. 105
New York Central Railroad: Sept. 29; Oct. 48
Nielsen, A. C.: Sept. 111, 112
Norfolk & Western: Oct. 48
Northeast Airlines: July 19
Northern Pacific: Oct. 48

COMPANY INDEX

—O—

Obear Nester Glass: Sept. 76
Oklahoma Tire & Supply: July 21
Omega Systems: Dec. 73
Owens-Corning Glass: Sept. 88; Nov. 38
Ozark Airlines: July 19

—P—

Pacific Gas & Electric: (C) Aug. 39
Pacific Southwest Airlines: July 19
Pan-American Grace Airways: July 59
Pan American World Airways: July 59
Peabody Coal: Oct. 47
Pennsylvania Railroad: Aug. 5; Sept. 29; Oct. 48
Pepsico: Dec. 48
Philip-Morris: July 28; Dec. 49
Phillips-Van Heusen: Aug. 41
Pinkerton: Sept. 111, 112
Pioneer Aerodynamic: Nov. 119, 120
Piper: Nov. 37
Pitcairn: Sept. 90
Pittsburgh Plate Glass: Sept. 38
Polaroid: July 63, 64; Nov. 91; Dec. 48
Potlatch Forests, Inc.: Nov. 54, 55, 58
Potomac Electric Power: Dec. 49
Procter & Gamble: July 45; Sept. 30, 31
Procter-Silex: Nov. 66
Prudential Life Ins.: Nov. 31

—Q—

Quebec Iron and Titanium Corp.: Sept. E16B

—R—

Ramada Inns: July 19
RCA: Aug. 71, 72; Nov. 102; Dec. 68, 74
REA Express: Dec. 67
Reynolds Metals: Sept. 68
Republic Aviation: Dec. 35
Richfield Oil: July 50
Roadway Express: Nov. 119, 120
Royal Dutch Petroleum: Dec. 87

—S—

Safeway Stores: Sept. 98
Sanders: Dec. 48
Santa Fe: Oct. 47, 48, 99
Savarin Industrial Feeding: July 39
Schmitz, R. M. & Co.: Sept. E16B
Schenley: July 50
Schlumberger Ltd.: Oct. 91
SCM: Dec. 74
Scope: Dec. 48
Scripto, Inc.: Nov. 65
Scully Recording Instruments: Sept. 49
Scott, H. H.: Sept. 37; Oct. 34
Seagrams: Aug. 56, 59; Sept. 98
Sea Pak: July 24
Sears, Roebuck: July 28
Shannon Free Airport Development Co.: Oct. 45, 46
Sheaffer Pen Co.: Nov. 65
Shell: (C) Oct. 41
Sherbro Minerals: Sept. 83
Sherwin-Williams: Sept. 88
Shortt, S. L.: Dec. 65
Shulton: Dec. 49
Singer: July 19, 48, 65; Sept. 46, 104
Skol International Ltd.: Nov. 71, 72
Slater Walker Securities: Sept. 65, 68
Southern Co.: Dec. 49
Southern Pacific: (C) Oct. 47
Sperry Rand: Aug. 71, 72; Nov. 37
Standard Pressed Steel: Oct. 116, 117
Standard Oil of Calif.: Dec. 87
Standard Oil of New Jersey: July 54; Oct. 4; Dec. 87
Sterling Aluminum Products: Dec. 79
Stouffer Foods: July 51
Sunbeam: Nov. 37
Superior Laminates: Nov. 34
Sylvania: Nov. 100, 102; C,W 104

—T—

Talbott Knitting Mills: Aug. 42
Technical Measurement Corp.: Nov. 35
Telephone Rentals Ltd.: Sept. 34
Tensor Corp.: Nov. 66
Texaco: Oct. 41, Dec. 87
Texas Instrument: Aug. 42; Oct. 36
Texas Utilities: Dec. 49
Thorn Electrical Industries: Sept. 68
T.I.M.E. Inc.: Sept. 44
Tinker, Jack & Partners: July 27
Touche, Ross Bailey & Smart: Dec. 67
Transamerica Corp.: Sept. E106C; Dec. 67
Transcon Lines: Sept. 44
Transcontinental Bus System: Oct. 47
TVA: Aug. 39

—U—

Union Carbide: Aug. 28, 30, 64, 65; Sept. 46, E93, E95, E97, 102; Nov. 38; Dec. 67
Union Oil of California: Oct. 41; Nov. 93
Union Pacific: Oct. 96, 99
Union Securities: Nov. 37
United Airlines: Nov. 45, 46, 117
United Nuclear Corp.: Sept. 42, 45; Nov. 37
United Parcel; Sept. E95
United Utilities: Nov. 99
U. S. Gypsum: Nov. 34
U. S. Industries: (C)Aug. 42; Dec. 71
U. S. Plywood-Champion Papers: Nov. 31
U. S. Rubber: July 41
U. S. Steel: Aug. 42

—V—

Varian Assoc.: Sept. 68
Velsicol Chemical: Aug. 5
Virginia Electric & Power: Dec. 49
Von's Grocery: Sept. 30, 31

—W—

Warner & Swasey Co.: Nov. 35
Waterman-Bic Pen Corp.: Aug. 41
Watney Mann: Sept. 34, 35, 65
Wells, Rich, Greene: July, 27, 28
Westcoast Transmission: July 19
Western Power & Gas: Nov. 99
Western Union: Nov. 44
Western Utilities: Nov. 99
Westinghouse: July 41; Nov. 35, 37
Whirlpool: Nov. 37
Whittaker Corp.: (C) Dec. 56
Williams Brothers Co.: July 20, 48
Wilson & Co.: July 19, 52
Work Wear: Sept. 111, 112
Worthington Corp.: Oct. 51, 52

—X—

Xerox: Aug. 41; Sept. 98; Nov. 91; Dec. 49

—Y—

Yellow Transit: Sept. 44

—Z—

Zenith: Nov. 37
Zippo Mfg.: Nov. 65

AUTHOR INDEX

ASH, ROY L.
Let's Make Foreign Aid Count — Oct. 43

BARG, HERBERT
Rx for Boxed-In Executives — Oct. 55

BERKWITT, GEORGE J.
Rise of the Service Conglomerates (D) — Dec. 67

BERRY, WARREN
The Soccer Business Kicks Off — Nov. 49

BRADY, RAYMOND
A Distribution Point Called Ireland — Oct. 44

BRICE, M. A.
The Midnight Market (D) — July 39
Lifetime Guarantees - Gift or Gimmick? (D) — Nov. 65

GRAHAM, FRED P.
Business and the Supreme Court — Sept. 29

GUERRY, ALEX, JR.
A Guide to Decision-Making — Nov. 53

HERSHMAN, ARLENE
Boom in Used Computers? (D) — Dec. 63

HUMPHRIES, LYNN
Businessmen's Expectations (D) — Sept. 15
Businessmen's Expectations (D) — Dec. 13

JAY, ANTONY
The Six Types of Bad Executives — Dec. 53

KECK, GEORGE E.
A Blueprint To Build Executives — Nov. 45

KEENER, J. WARD
Why We're Having Strikes — Dec. 50

LANDRY, ROBERT J.
Business Trends (D) — Aug. 11

LEKACHMAN, ROBERT
The Economy (D) — Nov. 11
The Economy (D) — Dec. 11

LEVY, ROBERT
The Changing Face of W. R. Grace — July 22
The Maverick of Electronics — Aug. 42
Conscience of a Conglomerate — Aug. 42
Company With a Heart (D) — Aug. 49
The Great Dictator — Sept. 48
Three-Sided Figure — Sept. 48
Computers & Quarterbacks (D) — Sept. 63
The New Babel of Business — Oct. 38
Run Faster, Jump Higher — Oct. 78
The Man in the Shoe — Oct. 78
The Go-Go World of the Risk Manager — Nov. 38
The Sweet Smell of Success — Nov. 54
Journey for Muecke — Dec. 56

MARGETTS, SUSAN
Company on the Uptick (D) — Oct. 85

MATTHEWS, CAROL
What Makes A Glamour Stock? — Oct. 36
Which Way for Stocks in '68 — Nov. 36

MCKINNEY, GEORGE W.
Should the President Set Tax Rates? — July 33

MURRAY, THOMAS J.
"The Gap in Labor-Management Relations" — July 29
The Global Company in a Changing World (Part I) — Aug. 27
The Global Company in a Changing World (Part II) — Sept. 46
The Case of the Disloyal Executive — Dec. 35

NUNLIST, FRANK J.
Wanted: Executive Time Power — Oct. 51

NUTTALL, ROGER
The Great Cunard Gamble — Nov. 51

PHILLIPS, JACKSON
Business Trends (D) — July 11
Business Trends (D) — Sept. 11

POINDEXTER, JOSEPH
PPG: Has It Found the Formula ? — Sept. 38
The High-Octane World of Shell — Oct. 40
The New Growth Circuit at G.T. & E — Nov. 42
Federated...and the Consumer Comeback — Dec. 38

ROSEN, GERALD R.
Can Alexander Trowbridge Change Commerce? — Aug. 33
Senator Sparkman Looks at the Economy — Oct. 67
Crisis in the Cities - Does Business Hold the Key? — Nov. 31
A Veteran Fund Manager Views the Market — Dec. 47
Washington Desk (D) — Monthly

ROSS-SKINNER, JEAN
Luxembourg Versus de Gaulle (D) — July 41
Stock Tenders - British Style — Sept. 32
New Gusher for Schlumberger (D) — Oct. 91
The Beer Without a Country (D) — Nov. 71
Key Man in Cosmetics (D) — Dec. 65

SULLIVAN, FRED R.
Where Are Tomorrow's Markets? — Nov. 40

WEINGARTEN, JAALA
Mini-Sell on Madison Avenue — July 27
Corporate Giving: A Growing Problem — Aug. 31
There's No Business Like Seminar Business — Sept. 36
Which Way for Capital Spending? — Oct. 33
"Give Us a Merger Policy" — Dec. 43

WILLAT, NORRIS
Tall Man in the Saddle — July 35
The Power Push at PG&E — Aug. 39
The Last Gold Rush — Sept. 41
The Switch at Southern Pacific — Oct. 47
She's Hauling — Nov. 54
Ready When You Are, B.D. — Dec. 56

WYANT, ROWENA
Business Failures (D) — Monthly